

## **NAMING OF PUBLIC PARKS AND RECREATION LANDS AND FACILITIES**

**Missoula Parks & Recreation Board Policy – Adopted \_\_\_\_\_, 2011**

### **I. Purpose**

The purpose of this Policy is to establish a uniform procedure for the official naming of parks, open space, trails, and recreational facilities to ensure that these public amenities are easily identified and located and given names that are consistent with the values and character of the area, neighborhood, or community served.

### **II. Policy**

It is the policy of the Missoula Parks & Recreation Board (the "Board") to name newly acquired or developed or unnamed public parks, open space, trails, and recreational facilities based upon the procedures set forth in this chapter. A facility within a park (e.g. playground, picnic shelter, ball field, etc.) can be named separately from the park subject to the same criteria.

### **III. Naming Procedure**

Names may be nominated by: 1) the Director of Missoula Parks & Recreation, the Mayor of the City of Missoula, or members of City Council; 2) by Neighborhood Councils or Homeowner Associations in the same locality as the park or facility; or 3) by individuals or organizations that have provided all the information requested in the Park Naming Application provided by Missoula Parks & Recreation ("Parks Department") and paid the application fee. The proposed name shall be submitted to the Board for consideration and approval as an action item on the Board's public meeting agenda. If a majority of the Board approves the name based upon the criteria under Section IV, the Board shall provide the City Council with their written recommendation of the name and request that the Council make the final decision at a public meeting by adoption of a resolution.

Exceptions to this procedure: 1) public parks dedicated with new subdivisions, which can be named by the developer using the criteria under Section IV as a guideline subject to City Council approval and indicated on the final plat; 2) if a contest or competition is to be held to determine the name of a park or recreation facility, the Board shall establish guidelines and rules for the contest; or 3) capital campaigns for the purpose of naming rights through donations, in which case the Board shall establish guidelines and rules as well as amounts for the capital campaign.

### **IV. Selection of Name – Criteria.**

It is the policy of the Board to choose names for public parks and recreation facilities based upon the site's relationship to the following criteria:

- A. Neighborhood, geographic, or common usage identification;
- B. A historical figure, place, event or other instance of historical or cultural significance;
- C. Natural or geological features;

D. An individual who has been deceased for at least two years who: 1) has made a significant land and/or monetary contribution (51% or more) to the particular park or recreational facility at issue; 2) has had a contribution made "in memoriam" to the park representing 51% or more of the land or facility development costs and the name has been stipulated as a condition of the donation; 3) has performed extraordinary or outstanding public service for the good of the community in regards to parks, trails, and/or open space; 4) was an outstanding community leader who made significant civic contributions to the City and gave highly productive support to the

Parks Department; or 5) was an outstanding regional or statewide leader who contributed significantly to the promotion of parks and recreation and/or land conservation.

E. Parks, trails, and facilities shall not ordinarily be named for living persons, except in the event that an individual, family, or organization has donated the land for a new park, donated more than 60% of the cost of developing the park or facility, or has established a maintenance endowment of 60% or more of the projected maintenance cost for 20 years, and such donation is made with the stipulation that the name is a condition of the land or monetary donation.

F. Names that duplicate or that are very similar to existing parks, trails, or other facilities in the City system shall not be considered in order to avoid confusion.

#### **V. Renaming Procedure**

A name selected for a park or recreation facility should be bestowed with the intention that it will be permanent, and changes should be strongly resisted. Name changes shall be subject to the procedures set forth in this chapter.

#### **VI. Signage**

Following the final approval of a name by the City Council, the Parks Department will identify the specific park or facility with appropriate signage specifying the name. The signage will be designed according to the existing Parks & Recreation Sign Policy for plaques, marker, and memorials.